

**MAGNETIC SUBSTRATES, COMPOSITION  
AND METHOD FOR MAKING THE SAME**

**ABSTRACT OF THE INVENTION**

- 5           A process of making a magnetic assembly having at least one magnetic layer and at least one printable substrate layer including the steps of providing a magnetic composition comprising about 70 wt-% to about 95 wt-% of at least one magnetic material and about 5 wt-% to about 30 wt-% of at least one thermoplastic binder, forming the magnetic composition into a magnetic layer, and directly applying the magnetic
- 10 composition at an elevated temperature in molten form to a printable substrate layer, and to the magnetic composition and any articles made therefrom.

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